



Communicating for Influence

STRATEGIC COMMUNICATION COLLECTION



1 Week Experience

Leaders can achieve personal career and leadership goals if they better understand how to apply the elements of a strong communication strategy. This application of communication tactics is often overlooked and can inhibit leaders' professional growth.

In this experience, participants will learn to craft an effective communication strategy to further their personal career goals. By defining their objectives, targeting the correct audience, and cultivating trust, leaders will understand how to advance their professional aspirations by effectively advocating for themselves.

Estimated Time Commitment: 2.5–3 hours

Faculty Video Lectures: 30 Minutes

Create Action Plan: 75–90 Minutes

Interactive Activities: 45–60 Minutes

Key Learnings

- Defining Personal Career Objectives Through Communication
- Building Image Credibility
- Messaging Strategy and Crafting Communications
- Listening for Feedback, Reacting, Iterating

Assignment Details: Create an Action Plan

- Identify and describe a personal career or leadership goal you'd like to achieve
- Determine who you'd need to communicate with to accomplish this goal
- Craft a communications strategy

Faculty Director: Paul Argenti



PAUL ARGENTI

Paul Argenti is Professor of Corporate Communication at the Tuck School of Business. His recent research on social media extends his expertise in corporate communications, strategy formulation and execution, corporate reputation, and corporate social responsibility—issues on which he consults for organizations.